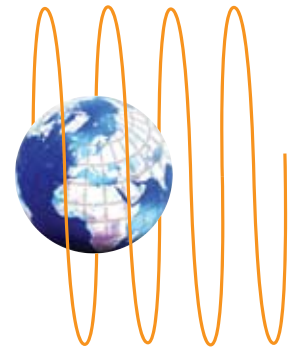




The 5th Annual European Spectrum Management Conference

The leading event of the year for the European
and worldwide spectrum community



22nd - 24th June 2010

The Management Centre Europe . Brussels

Speakers Include

Neelie Kroes, European Commissioner for
Digital Agenda, European Commission

Roberto Viola, Chair, RSPG

Julius Knapp, Chief of Office of
Engineering Technology, FCC

Lambert Van Nistelroij MEP,
European Parliament

Mike Byrne, Vice-Chair of Radio Spectrum
Policy Group (RSPG) and Commissioner, ComReg

Chris Perera, Senior Adviser & Manager
2.6 GHz Auctions, Ministry of Economic
Development, New Zealand

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The 5th Annual European Spectrum Management Conference

The leading event of the year for the European and worldwide spectrum community

Now in its 5th year, the **European Spectrum Management Conference** has an established reputation as the major European event of the year for stakeholders in the field of spectrum management, bringing together more than **250** participants on an annual basis.

Pre-conference workshop: Spectrum auction design and bid strategy 22nd June 2010

This interactive workshop offers participants a unique opportunity to participate in a number of different auction formats, and explore the impact of design decisions on bidder behaviour and auction outcomes.

Throughout the session, the 800MHz band will be used as a case study. Participants will take part in a series of sealed bid and open auctions, including the opportunity to use DotEcon's WebBidder electronic auction system.

The workshop will be co-ordinated by **Richard Marsden**, Director, DotEcon and **Dr Dan Maldoom**, Partner, DotEcon.

Dotecon is the leading advisor to European governments on the design and implementation of spectrum auctions.

Please note: This workshop is an optional extra in addition to the main conference. Participant numbers will be strictly limited to ensure an interactive nature, and with interest expected to be high, please register early to reserve your place.

Optional Workshop - 22 June

12.00 - 13.00 Registration and light lunch

Session 1

Overview of Auction Formats & Strategy:

13:00 - 13:30

Spectrum packaging, auction formats and their impact on bidder behaviour

13:30 - 13:50

Case study: The 800MHz band

Session 2

Practical Session – Participate in a mock auction

Participants will be split into teams of 2-3 people, and take part in a number of different auction formats for the same spectrum:

- A first price sealed bid auction, with bids on separate lots
- A sealed bid combinatorial auction
- A clock auction
- A simultaneous multiple-round auction (SMRA)

13:50 - 14:10

Introduction to the mock auctions - a chance to bid for 800MHz spectrum using different auction formats

14:10 - 14:15

Distribution of instructions to bid teams

14:15 - 14:45

Coffee & Networking Break – an opportunity for teams to discuss bid strategy!

14:45 - 14:50

Submission of sealed bids by each team

14:50 - 16:45

SMRA and clock auctions using WebBidder

16:45 - 17:20

Analysis of the auction formats and efficient outcomes

17:20 - 18:00

Presentation and interactive discussion of auction outcomes, and prizes for team with best bid strategy

Contact - Dan Craft / T. +44 (0)2920 783 021 / dan.craft@forum-europe.com

www.spectrummanagement.eu

Day One - 23 June

08.30 - 09.00 Coffee and Registration

Chair for morning sessions:

Andrea Renda, Senior Research Fellow, Centre for European Policy Studies (CEPS) (tbc)

Session 1

The Radio Spectrum Policy Package:

09:00 - 09:25

Keynote Presentation – The view from the Commission

Neelie Kroes, European Commissioner for Digital Agenda, European Commission

09:25 - 09:50

Keynote Presentation – The view from the RSPG

Roberto Viola, Chair, RSPG

09:50 - 10:15

Keynote Presentation – The view from outside Europe

Julius Knapp, Chief of Office of Engineering Technology, Federal Communications Commission (FCC)

10.15 - 10.35 Morning Break

10:35 - 11:00

Keynote Presentation – The view from the Parliament

Lambert van Nistelrooij MEP, European Parliament

Radio Spectrum Policy Package – Speed Pitch Session

A chance for each of the stakeholders to deliver their thoughts on the European Commission's Radio Spectrum Policy Package. Each speaker will have 5 minutes to provide their thoughts, which will then be followed by an interactive debate (including the use of delegate voting pads) and question and answer session.

11:00 - 12:40

Speed Pitch Session - Speakers:

Serge Willenegger, Vice President, Technology, Qualcomm

Christoph Legutko, Wireless Standards and Regulations Manager, EMEA Communications Policy Team, Intel Corporation

Michael Bartholomew, Director, ETNO

Aarti Holla-Maini, Secretary General, European Satellite Operators Association

Lieven Vermaele, Technical Director, EBU

Caroline van Weede, Managing Director, Cable Europe

12:40 - 12:50

Wrap up of this morning's debate

An opportunity for the European Commission to give their thoughts on this morning's debate

Pearse O'Donohue, Head of Radio Spectrum Policy Unit, European Commission

12.50 - 14.10 Lunch

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Session 2

GSM Refarming & License Renewals:

The global status of 900 MHz band refarming

14:10 - 14:25

Introduction by session moderator: An overview of the current worldwide refarming status

Janette Dobson, Senior Manager, Analysys Mason

14:25 - 14:40

CASE STUDY: The challenges of creating a sensible refarming policy in the UK

Kip Meek, Spectrum Broker to the UK Government

14:40 - 14:55

CASE STUDY: The approach to refarming in Switzerland

Philipp Metzger, Vice-Director & Head of Telecom Services, Ofcom Switzerland

14:55 - 15:10

CASE STUDY: The New Zealand approach to refarming spectrum and lessons that couple be applied to Europe

Chris Perera, Senior Adviser & Manager 2.6 GHz Auctions, Ministry of Economic Development, New Zealand

15:10 - 15:40 General Discussion

15.40 - 16.00 Afternoon Break

Delegates have the choice of attending one of the following two breakout sessions:

Breakout Session 1:

Rights of Use & Legal Implications of Refarming

16:00 - 16:15

Introduction by session moderator – Current situation: which legal aspects are common across EU countries, and which are different?

Gerry Oberst, Partner, Hogan Lovells

16:15 - 17:30

Panel Discussion - To what extent can legal approaches be borrowed across different member states?

What new legal aspects are being raised by refarming, and what approaches are being used to tackle these?

To what extent can a common legal approach be adopted across member states, and to what extent do national differences need to be considered?

Anders Johansen, Legal Advisor, Norwegian Post and Telecommunications Authority

Stefan Koreneef, Project Manager, "Vision on Mobile Communication", Ministry of Economic Affairs, The Netherlands

Other panelists to be confirmed shortly

17:30 - 17:40 Final Discussion and end of session

Breakout Session 2:

What financial and economic issues does refarming raise, and how can these be resolved?

16:00 - 16:15

Introduction by session moderator – an overview of the issues raised and possible solutions

Martin Cave, Director, Centre for Management Under Regulation, Warwick Business School

16:15 - 17:30

Panel Discussion - How can the costs for existing users of the spectrum be quantified?

If operators are allowed to keep the spectrum, what is cost of re-configuring? Conversely, if they are not, what is the cost of re-routing customers?

Eric Fournier, Director, Spectrum Planning & International Affairs, ANFR

Representative, National Telecommunications Commission, Thailand (tbc)

Andy Hudson, Head of Spectrum Policy, Vodafone Group

17:30 - 17:40 Final Discussion and end of session

17.40 - 19.00 Cocktail Reception

Sponsored by:



Day Two - 24 June

08.30 - 09.00 Morning Coffee

Session 3

Spectrum Auctions – what is the role of auctions in the award of radio spectrum?

The focus of this session will be on the design and effectiveness of recent and forthcoming European auctions for the 800MHz, 2.6GHz and refarmed 2G bands.

Are auctions always the way forward, or is there still a role for beauty contests to play?

What regulatory objectives are associated with designing an auction?

Are bidders ready for newly emerging auction formats such as the combinatorial clock auction, and what impact may these have on future action strategy?

What is the potential role of auctions in determining allocations between technologies and services?

Moderator: Dr Dan Maldoom, Managing Director, DotEcon

09:00 - 09:15

Introduction: An overview of recent 2.6GHz, 800Mhz & 900Mhz auctions & some early lessons

Richard Marsden, Director, DotEcon

i. Auction design for the 800MHz and 2.6GHz awards

09:15 - 10:05

Panel Discussion - (10 minutes for each speaker, followed by general discussion)

CASE STUDY: Are auctions the way forward? An overview of the reasons that Sweden made the switch from beauty contests to auctions.

Jonas Wessel, Senior Advisor, The Swedish National Post and Telecommunications Agency (PTS)

What objectives should a regulator prioritise when planning an auction? An operator's perspective.

Erlend Fanebust, Director, Spectrum Acquisitions, Telenor

Combinatorial auctions – are bidders ready for change?

Karen Wrege, Founding Member, KB Enterprises LLP (former CIO for auctions and licensing systems, FCC)

ii. Using auctions to determine allocations to different technologies

10:05 - 10:40

Panel Discussion - (10 minutes for each speaker, followed by general discussion)

To what extent can auctions be used to promote service and technology neutrality?

Graham Louth, Director of Spectrum Markets, Ofcom

Is WiMAX being given a level playing field to compete against LTE?

Graham McDonald, Regulatory Working Group, WiMAX Forum

10.40 - 11.00 Morning Break

Session 4

Digital Dividend - Progress made in the 6 months since the release of the Commission's recommendation

Progress made within EU Member states

Moderator: Catherine Trautmann MEP, European Parliament

11:00 - 11:15

An overview of the progress made and current situation within Europe

Lee Sanders, Partner, Analysys Mason

11:15 - 11:30

An overview of the RSPG's proposals to improve spectrum efficiency in digital dividend bands

Mike Byrne, Vice-Chair of Radio Spectrum Policy Group (RSPG) and Commissioner, ComReg

11:30 - 12:30

Panel Discussion - Is Europe making the most of the digital dividend opportunity?

Panellists:

Mike Byrne, Vice-Chair of Radio Spectrum Policy Group (RSPG) and Commissioner, ComReg

Bernard Pauchon, Senior Vice President Global Media, TDF & Chairman of DigitAG Task Force on Digital Dividend

Philippe Lefebvre, Principal Administrator, Radio Spectrum Policy Unit, European Commission

Erzsébet Fitori, Regulatory Affairs Manager, ECTA

Progress made at the boundaries of Europe and beyond

12:30 - 12:50

CASE STUDY: The Russian Federation – the situation at the border of Europe

Representative, General Radio Frequency Centre, Russian Federation (tbc)

12:50 - 13:10

What progress has been made globally on digital dividend sub-bands being made available for mobile and the expected timing of availability?

Kristin Due Hauge, Spectrum Policy Director, GSMA

13.10 - 14.15 Lunch

Chair for afternoon sessions:

Philippe Defraigne, Director, Cullen International

Session 5

Market and technology developments and future spectrum management challenges and solutions

14:15 - 14:35

Keynote Presentation – WRC12: what are the big issues to be discussed?

Fabio Leite, Deputy Director, Radiocommunication Bureau, ITU

14:35 - 14:50

Cognitive & Software Defined Radios – has their time finally arrived?

Dan Reed, Corporate VP, Extreme Computing, Microsoft

14:50 - 15:05

Responding to market needs for mobile broadband – spectrum & technology

Lasse Wieweg, Director, Government and Industry Relations, Ericsson

15:05 - 15:20

A lifecycle approach to spectrum management

Kris Shields, Head of Spectrum Management, Computech

15:20 - 16:15

Panel Discussion - Is Europe making the most of the digital dividend opportunity?

Panellists:

Fabio Leite, Deputy Director, Radiocommunication Bureau, ITU

Dan Reed, Corporate VP, Extreme Computing, Microsoft

Lasse Wieweg, Director, Government and Industry Relations, Ericsson

Robert Horvitz, Director, Open Spectrum Foundation

William Webb, Head of Research & Development, Ofcom

Kris Shields, Head of Spectrum Management, Computech

16.15 - 16.30 Afternoon Break

16:30 - 17:15

Conference summary & interactive wrap up session

Amit Nagpal, Partner, Analysys Mason

Richard Marsden, Director, DotEcon

Gerry Oberst, Partner, Hogan Lovells

17.15 End of Conference

The organisers would like to thank the following organisations for their support of this event:

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The 5th Annual European Spectrum Management Conference

22nd - 24th June 2010 . The Management Centre Europe, Brussels Fax form to +44 (0) 2920 668 992

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Early bird registration by the 10th May, payment must be received by 24th May. Reduced rate open to delegates attending from not-for-profit NGOs and associations. Further discounts are available to academics, political representatives, researchers and students. Please contact us for more details. All prices exclude Belgian VAT @21%

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Venue

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All delegates will be sent detailed instructions of how to reach the venue prior to the event.

Accommodation

We have negotiated preferential rates with a number of local hotels and will send you details of these on receipt of your completed registration form.

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A full refund will be given on cancellations up to 24th May subject to a €120 fee to cover administrative costs. After this date refunds are not possible, however substitutions can be made at any time. Payments for early bird registrations must be received by 24th May. If payment is not received by this date, the full price ticket will be invoiced. It may be necessary to alter the proceedings of the event. Forum Europe is not responsible for any fees or costs incurred by registrants in the case of such alterations. In the unlikely instance of the event being cancelled, Forum Europe reserves the right to transfer the booking to another conference to be held within the following 12 months, or alternatively issue a voucher for the same amount to a same sector event to be held within the following 12 months. Should a replacement event not be organised, a full refund will be given. The client hereby indemnifies and holds Forum Europe harmless from and against any and all costs, damages and expenses, including legal fees, which are incurred by the client. The validity and performance of this shall be governed by applicable laws in Wales and England. Personal data is collected in accordance with the data protection act 1998. If you do not wish your details to be passed on to carefully selected parties, please tick here

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